Vegas Chamber Business Voice

A Member Publication January 2010 | Volume 30 Number 1

Routing Slip

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What's Inside

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January Calendar of Events

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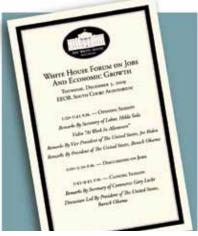
Preview2010

Exhibits Space Still Available!

Preview Las Vegas 2010 Thursday, January 28, 2010 Thomas & Mack/ Cox Pavilion

Chamber CEO invited to White House by President Obama to discuss job growth for small business

s the nation suffers through the severe recession, there is nothing more important to economic recovery than jobs. To help jump start job creation, President Barack Obama held a jobs summit on December 3 at the White House. Las Vegas Chamber of Commerce President and CEO Kara Kelley was among the 130 business leaders invited by the President to participate in the conversation. Kelley was recommended by United States



Senator Harry Reid to represent Nevada businesses at the Forum.

"I appreciate Reid Senator recommending me to the President and ensuring that Nevada businesses were represented in these important discussions. With one of the highest unemployment rates in the country, there is nothing more important to our state's economic health than creating new jobs and helping unemployed Nevadans continued on page 30

Preview2010

Network, connect, and power your success in 2010

hile there's no such thing as a crystal ball for foretelling the future, the one place you can be assured of getting accurate, relevant and up-to-date information about the future of Las Vegas' economy is at Preview Las Vegas 2010.

Slated for Thursday, January 28 at the Thomas & Mack Center - Cox Pavilion, the Las Vegas Chamber of Commerce annual economic forecasting and networking event will bring together a powerful line-up of dynamic speakers and economic experts. Top decision makers from all of Las Vegas' leading companies are expected to be on hand for this conference and trade show event that provides insight into the evolving nature of Southern

Nevada's rapidly changing economic picture.

"While Preview has a long-established reputation for being a top venue for power networking and business information gathering, the program is absolutely essential this year," says John Osborn, VP of Maketing and Sales for the Las Vegas Chamber of Commerce. "The dynamics of Southern Nevada's economy are changing so rapidly that in order to stay competitive, business leaders simply must have access to the very latest information. Even more important than the information itself is the analysis of what's going on, and how it has the potential to impact your business."

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In these challenging economic times, you know how important it is to save money. You also understand how important your employees are to your small business and that providing quality health insurance is essential for everyone. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable health coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.* With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business.

For more information, contact Chamber Insurance & Benefits at:

702.586.3889

www.chamberib.com









Chamber Chairman brings a new attitude for 2010

By Kristin McMillan, Las Vegas Chamber of Commerce Board of Trustees

I'm a firm believer that individuals and entities that face significant challenges often come through their ordeals stronger for the obstacles they've faced. That's one of the many reasons I'm incredibly proud to be coming on board as 2010 Chairman of the Las Vegas Chamber of Commerce.

Throughout the many years I've been involved with the Chamber, the organization has continually focused and refocused its priorities to meet the ever-changing needs of its dynamic membership. That effort is continuing full-force. During the next 12 months you will find the Chamber making great efforts to ensure we are providing the tools and the resources you need to keep your business viable as we collectively work toward economic recovery and stability.

During 2010, the Chamber will continue with programs designed specifically to help your business weather this economic storm. This includes our Business Survival Series, with topics relevant to our current economy, led by experts who understand the intrinsic dynamics of running a small business in a slow economy.

We'll also introduce an exciting new series specifically designed to connect aspiring entrepreneurs to the resources they need to successfully operate their small businesses. Additionally, we'll be introducing a concept we like to call "high touch, high-tech." In short, we're working to develop new ways to connect to you, and help you connect to new customers and business relationships, through the use of advanced technology. All the while, we'll be employing "high touch" concepts, making sure we're providing you with one-on-one personalized services to ensure the specific needs of your particular business are being met. We may look like a big organization from the outside, but at heart, we're a tightly-knit collection of businesses with very similar goals in mind.

In addition to the tangible programs, services and benefits the Chamber will continue providing you within the coming year, I'd also like to draw attention to some of the intangible, but highly valuable aspects of your Chamber membership I plan to emphasize over the next 12 months.

From a personal perspective, I have always found the Las Vegas Chamber of Commerce to be a collective that instills confidence and inspires great things in its members. The Chamber builds confidence in our ability to start or expand **Kristin McMillan**

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The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of The Business Voice can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- · No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- · Outdated material will not be published.
- · Membership dues must be current for submissions to be printed.
- . The Chamber reserves the right to make the final edit on all submissions.

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Chamber recognizes outstanding employees

The Las Vegas Chamber of Commerce is proud to recognize employees who exhibited exceptional levels of professional achievement and service to members during 2009:

Employees of the Month:

January Emily Karella joined in March 2008 as is the Chamber's assistant event coordinator. Karella's hard work in planning, coordinating and running events ensures that they run without a hitch, allowing our members to concentrate on the networking or education opportunities.

February Pam Flynn joined the Chamber in 2001 and is a Advertsiting Specialist. Her chipper attitude and quick response to requests help members get the most for their advertising dollar. She is the backbone of the advertising department, making sure that the orders are executed properly and on time.

March Shannon Mengel joined the Chamber in 2007 was recognized for her work in the Benefit Fullfilment Team and is now a membership specialist in the Chamber's Finance Department.

April Joanna Rodriguez joined the Chamber in 2007. As Vegas Young Professionals (VYP) Coordinator, she is responsible for the day-to-day operations of VYP and has developed new, expanded programming.

May Susan Sheridan joined the Chamber in 1999. As Member Services Project Coordinator, she oversees the Office Depot program, Circle of Excellence and Patron Award. Sheridan also coordinates the annual Small Business Excellence Awards and supports the Business Council.

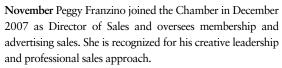
June Lisa Gough joined the Chamber in 2006. As Administrative Assistant for Leadership Las Vegas (LLV), she serves as staff liaison for LLV, Focus Las Vegas and coordinates Chamber trips.

July Patti Speer joined the Chamber April 2007. As Executive Assistant to the President & CEO, she also serves as liaison to the Board of Trustees and supports all vice presidents.

August Monica McColor joined the Chamber in September 2006. As an Administrative Assistant in Member Services, McColor is an innovative thinker, suggesting ideas that further spotlight members and provide excellent customer service. McColor was also named the Chamber's 2009 Employee of the Year!

September Jackie Chambers joined the Chamber in 2001 as Advertising Sales Manager. Even in a down economy, Chambers finds ways to help members be successful.

October Adrian Navarrete joined the Chamber in March 2008 as Web Designer. Navarrete led the in-house conversion of the Chamber Web site and continually finds ways to make member experiences better.



December Cara Robert joined the Chamber in July of 2004, as Director of Public Relations. Roberts is instrutmental in keeping the Chamber visible in the community by leading the public relations activities of the Chamber and directs the Vegas Young Professionals Program.

NCET 3rd Annual Entrepreneur & Small Business Expo

The Las Vegas Chamber of Commerce is pleased to sponsor Nevada's Center for Entrepreneurship and Technology (NCET)'s 3rd Annual Entrepreneur and Small Business Expo February 19, 2010 at South Point Hotel & Casino. The event will feature educational seminars on a wide variety of topics as well as the opportunity to meet with a wide variety of companies and organizations there to help you start and grow your business. These organizations include the Small Business Administration, SCORE, Nevada Microenterprise Initiative, Nevada Small Business Development Center and city and county licensing and permitting; and all are available for consultation and assistance.

The NCET Expo is anticipated to attract 1,200 – 1,500 small and new business owners. More than 100 exhibitors are expected to participate – space is still available! For more information visit *www.NCETexpo.*com or contact Emily Somerville at 702.944.9722 or e-mail *Emily@NCET.org.*

Chamber remembers UNLV's Dr. Keith Schwer



The Las Vegas Chamber of Commerce recognizes the significant business and community contributions of Dr. R. Keith Schwer, director of the University of Nevada Las Vegas Center for Business and Economic Research. Dr. Schwer passed away in early December at age 66. A member of the

UNLV Economics Department faculty, Schwer specialized in economic impact analysis, econometric modeling, feasibility analysis and survey research. He was recognized as an authority on the business and economic environment of Las Vegas, the state of Nevada, and the region. Dr. Schwer gave extensively of his time and knowledge to the Chamber, often sharing his extensive research data in Chamber publications. For many years, he was a noted speaker at the Chamber's Preview Las Vegas program. Dr. Schwer is survived by his wife, Kaye, and three children.



Monica McColor





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Meet, greet and do business at the Chamber's state-of-the-art Business and Conference Center

f you're looking for high-profile, high-tech affordable meeting space, look no farther than your Las Vegas Chamber of Commerce.

The CenturyLinkTM Business Conference Center at the Las Vegas Chamber of Commerce at Town Square is quickly becoming a favorite meeting spot for Chamber members valley-wide. If you haven't been in to utilize the numerous amenities of this member-exclusive resource, there's no

better time to stop by and take advantage of all the center has to offer:



The CenturyLinkTM Business Center features small-group meeting spaces, private work areas, free wireless access and a host of business services including printing, copying and

a full-service U.S. Post Office. Complimentary coffee and refreshments are provided, and the center is available only to Chamber members and their guests.

How can you utilize the Business Center?

 Use it as an "office away from the office." It's the perfect place to drop by when you have

- a free hour in-between appointments and want to check e-mail or work on your laptop.
- Hold initial new client/prospect meetings in this high-profile space to maximize your professional image.

It's fast and easy to use the CenturyLinkTM Business Center. Simply stop by the reception desk and provide your name and company and you'll be granted instant access.

Conference Rooms

The Chamber's high-tech conference spaces can accommodate numerous meeting needs, from small private conferences to large-scale video-conferencing programs and presentations. The Chamber's conference facilities are ideal for scheduling your company's strategic planning sessions or corporate get-togethers. Space books quickly, so reserve your spot today.

The Chamber is committed to providing customized business services to meet the individual needs of all Chamber members. Business services, party catering, high-tech video conferencing, polling and research, focus group studies...whatever your unique needs, simply call the Chamber at 702.641.5822 and let the benefits of your Chamber membership start working for you!

New legislation going into effect could impact your business

number of new laws go into effect in 2010 that could have an impact on your company:

The Nevada State Legislature passed Senate Bill 427, enacting many of the reforms the Las Vegas Chamber of Commerce advocated for last year. The bill that was passed revises provisions governing the Public Employees' Retirement System, Public Employees' Benefits Program and brings transparency and accountability to the collective bargaining process.

Public Employees' Retirement System (PERS): (Effective for employees hired after January 1, 2010)

- Increases the number of years of service required for firefighters and police to retire with full benefits from 25 years to 30 years
- Increases the age required to retire without penalty
- Increases the early retirement penalty from 4 percent to 6 percent per year

- Reduces the benefit factor from 2.67 to 2.50, adding two years to the number of years required to fully vest
- Reduces the ability to take advantage of the system by controlling spikes in compensation for the five years before retirement by capping the annual increase in pay at 10 percent (excluding promotion and assignment related bumps)
- Lowers the cap on Cost of Living Adjustments (COLA) for post-retirement increases

Public Employees' Benefits Program (PEBP):

- Increases number of years required to begin vesting in program from 5 to 15 years of service for public employees hired after June 30, 2009
- Requires retirees to be continuously enrolled in PEBP immediately upon retirement to receive benefit, eliminating adverse selection issues

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Social media tools can help you blog and Twitter your way to success

hile most small business owners are likely familiar with the terms "blogging" and "Twittering," learning how to use these social media tools for building business is a specialized skill that requires practice and perseverance. Chamber member Lee Traupel, CEO of Linked Media Group, Inc., shares his tips for getting started:

Q: What is "business blogging," and why is it a useful tool for small business owners?

A: "Business blogging is writing about topics that inform people about your business, product, services and/or what is going on in your vertical market segment. Business blogging enables a company to build a community of followers (readers) and drive qualified traffic via search engines instantly - if done right. Business blogging must be done correctly or your return on investment will be greatly diminished. Topics need to reflect search engine optimization (SEO) best practices including keywords; your content and copy needs to be well written; and your blog must convey value to the visitor and be formatted properly. Your blog 'back end' must be set up properly with appropriate plugins and the look and theme of your blog should reflect your corporate color scheme, the look and feel of your Web site, and should also link out to other social media forums."

Q: What's the easiest way for a business to start and maintain a blog?

A: "If you are somewhat technical and can invest 10-15 hours, download WordPress, select a theme and plugins, and start writing and building your community. In our experience, a successful business blog requires a good blend of technology, writing skills, knowledge of SEO and plug-ins. It must integrate with a company's existing Web site, and some hosting or server account settings may need to be modified to help a blog really stand out in the marketplace. Depending on your budget, you may be better off outsourcing to an online ad agency that can set up, write and review a blog with you or for you."

Q: How can Twitter be an effective "mini-blogging" tool for small businesses?

A: "Twitter can be very effective at driving traffic to your site and building your community, provided you cover a broad range of subject matter. You also need to incorporate a writing style that is topical, informative and educational and engage and build contacts within the Twitter community who are 'following' you. You should also incorporate keywords and "hashtag" words that ensure your 'Tweets' (mini blogs) are found by search engines. As with your blog, it is also important to link Twitter with your other social media and Web sites."

Linked Media Group, Inc. provides a full suite of online advertising services to clients around the globe, with emphasis on search engine and social media marketing services. Enabling our clients to create and sustain profitable relationships with their customers.

Business Education Series introduces innovative networking elements to 2010 program

new year of the Chamber's popular Business Education Series (BES) kicks off January 12 with a number of new elements designed to help members connect with one another and increase business-to-business building opportunities. This year's BES program also offers discounted pricing for pre-paid members-only ticket sales, as well as discounts on group and multi-ticket purchases.

"We conducted a number of focus groups in the summer of 2009 to learn more about what people want and need from the BES program," explains 2010 BES Chairman Betty Mahalik. "While everyone was in agreement that BES delivers exceptional quality in terms of program content, they also value the chance to network with other professionals. The highest order of change being brought to the program

will be in the way we structure those opportunities."

One of the ways BES will facilitate increased networking is to start with an "ice breaker" question at the beginning of the program to encourage mixing and mingling. A continental breakfast and roundtable seating will further encourage conversation, and an after-session discussion topic will also be applied to promote networking from start to finish.

"Not everyone is comfortable in an open networking environment, so we're working to create opportunities that open up comfortable new avenues and give people a reason to chat with one another," explains Mahalik.

In addition to the new networking-friendly format, BES is continuing its tradition of offering content-rich programs

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"Green" your company with simple, cost-effective recycling efforts

ecycling is one of the easiest, least expensive ways to improve green practices at your business. Tracy Skenandore, Director of Marketing for Evergreen Recycling, offers some practical advice on how to launch your company's recycling program:

How can challenges of small business recycling programs be overcome?

"There is really no 'magic' to it. The only obstacle or challenge with commercial customers is that they are often not aware of the capacity a full-scale recycling program can offer. Find a vendor that will partner with commercial customers to provide an educational component to launch recycling programs that build awareness and achieve higher participation in the recycling

program's overall success."



"Recycling programs usually yield savings, not additional costs. Many recycling companies only charge the customer based on how often their recycling bins are being serviced, based on volume."

Are these costs generally offset by the savings from a reduced trash bill?

"Yes. Generally, recycling costs are usually offset by savings from a reduced trash bill. All of this helps employees and end customers recycle while contributing to our quality of life, and improving the environment."

What options does a business have if their landlord, office park, etc. does not have a formal recycling program in place?

"Find a convenient and cost-effective recycling programs that work directly with the landlord. We find this is the most efficient way to implement a recycling program on a large scale for an office park or strip mall, for example. Most recycling companies can also evaluate a specific business' recycling needs and offer a proposal directly to the business, if that is desired."

What are some materials that can be recycled, other than the traditional items of paper, cardboard, plastic, etc.?

"Materials that can be recycled include wood, pallets, plastic film, multiple grades of plastic and paper, all metals, aluminum cans, green waste/landscape waste, carpet/carpet-pad, computer components, electronics and various construction/building materials."

The Chamber's new Green Roots Program has recently been named one of W.A.C.E.'s (Western Association of Chamber Exceutives) best new programs of the year for 2009. Green Roots will be recognized at the W.A.C.E. convention in San Fransico in February.

To learn more about the Chamber's award winning Green Roots program, visit *www.lvchamber.com* and click on programs.

Stay compliant! Labor law posters available from the Chamber

The Chamber offers a variety of all-in-one posters that detail a number of key points of Nevada employment and labor law. Our Nevada State "All in One" poster is available for \$15.99 (plus S&H) and includes information related to the following:

- Safety and health protection on the job
- Emergency phone numbers
- Discrimination in employment
- Wage and hour laws
- Unemployment insurance
- Nevada payday notice
- · Workers' compensation
- Lie detector tests

Federal Posters are available for \$12.99 (plus S&H) and in information related to:

- Equal Employment Opportunity
- Family and Medical Leave
- OSHA

- Minimum Wage
- Polygraph Protection Act
- USERRA



"Combination packages" provide both the state and federal posters for just \$22.99 (plus S&H). For more information call 702.641.5822 or visit the Chamber Store at www.lvchamber.com.



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Small Business Excellence Awards



Online nomination forms are available January 28

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Annual Small Business Excellence Awards get early kick-off in 2010

he Las Vegas Chamber of Commerce Small Business Excellence Awards sponsored by Nevada State Bank are kicking off an early start this year. The annual awards program will begin accepting nominations on January 28, 2010. The Small Business Excellence Awards were designed to recognize excellence in the small business community. Several innovative new changes are being made to the program this year, including the addition of new categories. The Small Business Excellence Awards committee hopes to see an increase in nominations and more participation from our Chamber members with these changes and new categories this year. Following are the newly-updated nomination criteria:

Small Business Excellence Awards, The Biz Es 2010

An online nomination form is available at *www.lvchamber.com*. Simply click on the Small Business Excellence Awards - Biz E icon. You may apply or nominate a qualified business. Nominations are open to all Chamber members who feel that their company meets the following criteria. Nominations open January 28, 2010 and close June 25, 2010.

- All nominees must be members of the Las Vegas Chamber of Commerce in good standing for a minimum of one year, as of June 2010
- Nominees can apply or be nominated in no more than two categories 1st choice and 2nd choice
- Nominees can nominate themselves in no more than two categories – 1st choice and 2nd choice
- Nominees can be nominated by other companies in no more than two categories – 1st choice and 2nd choice
- Winners will be announced at the Small Business Excellence Awards luncheon in September 2010

Categories:

Small Business of the Year - Five or fewer full time employees

- Utilizes strategic planning to stimulate and manage growth of business
- · Active in the business community in Southern Nevada
- Demonstrates commitment to community stewardship
- Locally owned and operated, with a minimum of two successive years under current ownership
- For-profit venture

Small Business of the Year - 25 or fewer full time employees

- Utilizes strategic planning to stimulate and manage growth of business
- Active in the business community in Southern Nevada
- Demonstrates commitment to community

- stewardship
- Locally owned and operated, with a minimum of two successive years under current ownership
- For-profit venture

Emerging Business of the Year - NEW!

The spirit of the Emerging Business Award is to recognize those businesses that have truly defined entrepreneurship, personified success and have exemplified a unique business beginning.

- Introduced a new product or service to the community; something not done before or something done/delivered in a completely unconventional manner
- Profitable and/or demonstrating fiscal responsibility
- Started by current owner and in business for a minimum of one year, but fewer than five years
- 25 or fewer full time employees
- · Locally owned and privately held
- For-profit venture

Non-Profit of the Year

- Demonstrates good stewardship of donor dollars and sound business practices, while meeting commitment to its organization mission
- A strong local community involvement and/or proven effective partnership with the business community
- Non-profit organization, fully accredited as a 501(c) (3)
- Operating history of at least three years with 25 or fewer full time local employees
- · Locally based
- Not affiliated with national organization

Green Business of the Year

- Able to show reduced environmental impact through green initiatives
- A strong local community involvement with green initiatives
- 25 or fewer full time local employees
- For-profit venture
- · Locally owned and privately held
- Minimum of two years in business

The annual Small Business Excellence Awards luncheon will be held in September to honor the finalists and announce the winners in each category. The Small Business Excellence Awards committee Chairman for 2010 is Robert Inman of McCarthy Kaster CPA's Ltd. The committee is made up of Business Council members who volunteer to help support and promote this programs provided by the Chamber for its members.

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Building and broadening your home-based network

By Dave Archer, CEO, Nevada's Center for Entrepreneurship and Technology (NCET)

very small company is in the business of building and maintaining its customer base. This objective is even more vital for home-based businesses, which continually straddle the line between "too much to handle" and "not enough to live on" business. How do you go about establishing a steady flow of customers?

Utilize your marketing plan: Second only to the business plan is creation of a detailed marketing plan – in fact, I often suggest that entrepreneurs develop the two simultaneously, because these documents serve as road maps for determining the path your company will follow. Your marketing plan will help you identify potential customers, recognize gaps in the products/ services offered by your competition, and will assist you in determining the best outlets for reaching your customers.

Start with who and what you already know: Many home-based business owners launch their businesses while they're still employed by another company. This approach gives you time to build a substantial enough customer base and bankroll to survive on during the early days of solo operation. This "in-between" period of time before you formally launch your business should include taking full advantage of your existing business networks of friends, colleagues, co-workers and clients. While it wouldn't be seen as ethical to "poach" clients from a company you're currently employed with, there's no professional faux pas in asking for referrals and for help putting the word out when you go 100 percent solo.

Up-sell your existing customers: If you're successfully selling shoes to Company A, pitch them a sock account... then a shoelace account... then a shoebox account. While you don't want to continually "hit up" existing customers for more business, the simple fact is, people like doing business with people they know. If you can successfully add on or integrate new products or services to an existing line, let your current customers be first in line.

Ask for referrals: Having an "in" to a potential new client is far more effective than cold-calling. If you've got happy customers, don't hesitate to ask them for referrals. In return, offer referrals of your own when you can.

Be part of professional organizations and events: Joining business organizations and specialized professional groups can help you build a presence for your business. Even if you don't pick up new clients right away, remember, you're doing something equally as important – establishing your business and starting to build new relationships that will likely become profitable down the road.

Keep networking: Operating a home-based business is often a solitary pursuit. Don't let yourself get so immersed in running your business that you lose touch with professional contacts or stop attending networking functions. It's important to "see and be seen," even if only in a select number of networking forums.

Start with simple marketing initiatives: Just as you need basic office equipment to launch your business, you also need basic marketing tools to promote it. Start simple and look for "niche markets" – specifically-targeted groups of potential customers that fit your customer profile. Some easy areas to launch: a Web site and social media forums such as LinkedIn, Facebook and Twitter. All will allow you to start building in cost-effective components such as business blogs, e-mail marketing and online newsletters.

Remember, when you're a sole proprietor, you're personally linked to your business, so exceptional customer service must be priority one. Recruit customers with realistic promises, follow-through on your word, and do all that's necessary to maintain your reputation for quality product, service and delivery.

In our next column, we'll examine tips for managing your time and staying motivated and focused while working from home.

NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit www.NCET.org for more information.

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January Chamber Events

Vegas Young Professionals (VYP)

Toastmasters

When: Monday, December 11

5:30 p.m. Registration & networking

6:00 - 7:00 p.m. Meeting

Location: The Platinum Hotel

211 E. Flamingo Rd. Las Vegas, NV 89169

Details: VYP has created the Strip View Speakers for all VYP members.

This group aids in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. All VYP members and quests are welcome to attend for free. Strip View Speakers membership is \$60 to join and \$36 every six months. RSVP by emailing Hosted by

vyp@lvchamber.com.





Vegas Young Professionals (VYP)

January Fusion Mixer

When: Wednesday, January 20 6:00 - 8:00 p.m. Time:

B.B. King's Blues Club at The Mirage Location:

3400 Las Vegas Blvd S., Las Vegas, NV 89109 Details:

Hosted by



Come eat, drink and dance your blues away with VYP at our first Fusion Mixer of the 2010. VYP is heading to the brand new B.B. King's Blues Club at the Mirage! Enjoy a variety of delicious southern comfort food and great drink specials, while networking with fellow young professionals. Cost is \$10 per VYP member; \$15 for non-members and all walk-ins. For more information and to register, visit www.vegasyp.com or call 702.735.2196.

Business Education Series (BES)

Tuesday, January 12

7:00 - 7:30 a.m. - Registration, networking & continental breakfast

7:30 - 9:00 a.m. Program

Centurylink™ Conference Center at the Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300 at Town Square, LV, NV 89119

Speaker: **Douglas Cox**

Flashpoint! Get a Fresh Look at the New Laws that Govern Title:

Human Achievement.

Details: Success is no accident! It is the result of consciously bringing together all

of the elements necessary to create your own unlimited achievements. Cost is only \$30 for members with a guaranteed prepaid reservation, \$45 for non-members with a guaranteed prepaid reservation, additional \$5 week of event, \$55 for all walk-ins. to register call 702.641.5822 or online www.lvchamber.com. See page 8 for more details on the new and

improved BES program.

Sponsored by:

CL B

Chamber Voices Toastmasters

New location for January

When: Wednesday, January 13 10:30 a.m. Networking 10:45 a.m. - 12:00 p.m. Meeting

Location: Community Room inside Robb & Stucky in Town Square

6521 Las Vegas Blvd. S, LV NV 89119

Looking for a way to improve your communication skills in both Details:

your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months.







When: Wednesday, January 13

Time: 11:30 a.m. - 12:00 p.m. Registration & networking

12:00 - 1:30 p.m. Program & lunch

Details: Join VYP for this exclusive, intimate luncheon with a local

> "bigwig." Enjoy an informal setting that allows for open dialogue with one of the most important business leaders in Las Vegas. Twenty seats are available for this event. Cost is \$45 per VYP member. This event is open only to VYP members. Call Joanna at 702.735.2196 or RSVP online at www.vegasyp.com. Location and

speaker to be announced

President's Club and Board of Advisors Member Mixer

When: Thursday, January 21 5:00 p.m. - 7:00 p.m Time: Location: International Tennis Centre

5975 Topaz St. Las Vegas, NV 89120

Join the International Tennis Centre in an exclusive mixer for President's Club and Board of Advisor Chamber Members. Mix and

mingle with top executives and decision makers in this luxurious climate-controlled premier tennis destination. By invitation only,

RSVP is requested for this complimentary event.

Hosted by

Details:

INTERNATIONAL TENRIS CENTRE

Vegas Young Professionals Toastmasters

See January 11 for time and location details

Chamber Voices Toastmasters

See January 13 for time and location details

Preview Las Vegas 2010

When: Thursday, January 28

Time: 7:00 a.m. - 1:00 p.m. Exhibit open throughout conference

Location: Thomas & Mack/Cox Pavilion

4505 S. Maryland Pkwy Las Vegas, NV 89154

Details: Held annually, Preview is presented by the Las Vegas Chamber

of Commerce and brings together dynamic national speakers, local economic experts and industry leaders in a conference and trade-show event that is unmatched in Las Vegas. Cost is \$60 for members \$80 for non-members. See details on front page for more information. Buy your tickets at www.previewlasvegas.com or call 702.641.5822. For exhibit information contact MJ Dennis at

Platinum Sponsors















702.586.3827 or email at midennis@lvchamber.com.







New legislation... continued from page 6

Collective Bargaining Reform:

- Brings fairness to collective bargaining process by changing law so fact finder must consider state employee compensation, as well as local government ability to pay for life of contract
- Brings transparency to collective bargaining process by requiring a full fiscal hearing before elected officials vote on a contract

Lawmakers also passed several tax increases to raise the resources necessary to fund basic services in our state:

- Legislators passed a tax decrease on small businesses by lowering the Modified Business Tax (MBT), or payroll tax, rate from .63 percent to 0.5 percent for the first \$250,000 of payroll for all businesses. The MBT will rise from .63 percent to 1.17 percent for every dollar of payroll in excess of \$250,000.
- The Local School Support Tax (LSST) will increase by 0.35 percent.
- The Business License Tax, which is currently \$100 a year, will increase to \$200 per year.

The Chamber worked to ensure that the increase in taxes is as broad based as possible in order to mitigate the impact they will have on already struggling businesses. To contact Government Affairs call 702.641.5822 or email vmeter@lvchamber.com.

From my Desk...continued from page 3

a business through professional development opportunities, workshops and free legal counseling programs. It inspires confidence in our ability to provide for our employees with robust and low cost health insurance plans. It builds confidence in our ability to make human and business connections through interaction and networking opportunities, advertising and on-line exposure. All of these things will play a major role in achieving what needs to be done to move forward and into long-term economy recovery, stability, and future prosperity.

There is no doubt many of you are facing extremely trying times. Fortunately, Las Vegas is a city built by enterprising visionaries who found innovative ways to weather the early storms and move forward to create one of the most successful international destinations ever known. With a collective effort, we can and will reinvent and rebuild again. It will take time and it will take perseverance. Fortunately, our Chamber membership and our Chamber leadership is comprised of individuals who embody this all-important Battle Born spirit.

The Las Vegas Chamber of Commerce and our members have come a long way in the past 99 years, but it's time we step up and embrace a new attitude. During the next year, my main objective will be to create an enhancement of the Chamber's individual partnership with each of our members. We'll introduce more ways for you to make better business connections, ensuring your small business doesn't get left by the wayside. We'll introduce exciting and innovative new ways to harness technology with the strength of this membership to help businesses heal, grow and flourish again. Our overriding objective: to be your partner in long-term economic recovery.

Where there is adversity and challenge, there is also strength and perseverance. I have great confidence in our community, in our business hubs, and in the intrinsic sense of adventure that makes us all undeniably Las Vegans. Know that as we move forward into 2010 and beyond, the Chamber is here for you, working with you as your partner in the future. My door is always open to you. Please email me at *chairman@luchamber.com*.

How Does This 70-Year -Old Doctor Have The Body of a 30-Year-Old?



The Life Center for Healthy Aging

Affiliate of Cenegenics Medical Institute

Jeffry Life, MD, PhD, announces the opening of The Life Center for Healthy Aging in Las Vegas!

Find out more about the Life Center's program, a unique and balanced combination of nutrition, exercise and hormone optimization.



Jeffry Life, MD,PhD, after Cenegenics as featured in GQ magazine. Photo is not digitally enhanced

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Increased Energy
Increased Sex Drive/Libido
Sharper Thinking
Reduced Risk for Disease
Improved Outlook On Life



Dr. Life, age 57, before Cenegenics

At the Life Center, patients are successful business people and professionals. In fact, 20% of Dr. Life's patients worldwide are physicians and their families. Call today to speak with Dr. Jeffry Life or visit our website. Strictly confidential, no obligation. Register online to receive the GQ article and The Complete Guide to Healthy Aging.

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Spotlights

Jay Barrett

Marnell Corrao

organizations.

Chief Financial Executive

Jay Barrett has served as the senior financial

executive and a member of the Board of Directors of Marnell Corrao Associates, Inc. and

Affiliates since 1985. The Marnell companies

are involved in planning, architecture, construction, real estate development and

various investment activities. Barrett serves

on the Board of Trustees and the Government Affairs Committee for the Las Vegas Chamber

of Commerce. Barrett has dedicated a

significant amount of time and resources to a variety of professional, civic and charitable



Stevenson Brooks President, Trainer & Coach Sandler Sales Institute

Stevenson Brooks is president of the Sandler Sales Institute's Las Vegas franchise. He is a motivational speaker, sales and management trainer/coach, as well as a professional salesperson. Brooks bought the business in 2006 after studying the Sandler System for three years as the president of GarageTek of Las Vegas. His humorously passionate style and unique selling techniques educate and entertain professionals to greatly improve their performance. He is a featured speaker at many of Las Vegas' trade groups and networking events.



Dan Maddux Chief Executive Officer MEET Las Vegas

30,000 square feet of unparalleled flexible space. Maddux has more than two decades of experience in the meetings and conventions Maddux's vision was to create the most Vegas, and that dream became a reality in 2009 with MEET Las Vegas.



Jeff Oberschelp Vice President and General Manager, Nevada **CenturyLink™**

Jeff Oberschelp came to Las Vegas from Dallas, where he had served as Vice President Sales, for CenturyTel, prior to the acquisition of EMBARQ. With more than 15 years in executive leadership, he has also served as Area Vice President at Idearc Media, formerly Verizon; and as Vice President and General Manager at McLeodUSA. He is an avid golfer, runner, cyclist and community volunteer. Oberschelp has served in the Big Brothers Big Sisters program, as well as Habitat for Humanity. He received his BS in Marketing at Eastern Illinois University.



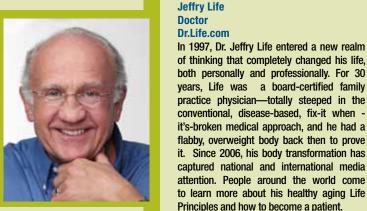
Tom Russell **Hotel General Manager River Palms Resort Casino**

River Palms is a 1,000 room hotel casino in Laughlin located on the banks of the Colorado River. Tom Russell is the hotel General Manager. Russell has extensive experience in the hospitality and casino industry. He started his career in Las Vegas in restaurants and front services. His work experience includes management positions with an emphasis in food and beverage in Atlantic City, and opening hotel casinos in Laughlin, a riverboat, and Native American operations.



Tony Taeubel Vice President and General Manager The **Orleans Hotel and Casino**

Tony Taeubel has been with the Orleans since 2006. After graduating from Nevada Reno and then UNLV with an MBA, Taeubel spent time working as the COO of Gaming Operations at Pearl River Resort in Philadelphia, MS and Senior VP and GM at Ameristar Casino Council Bluffs, IA. Taeubel returned to Las Vegas in 2004 to serve as the GM of the Stardust Hotel and Casino before joining the Orleans. A former Nevada Gaming Control Board Agent, Taeubel is married with three children 17, 14 and 7 years of age.



Dan Maddux is CEO of MEET Las Vegas, downtown's newest event space offering business, serving as Executive Director of the American Payroll Association (APA), and founder of the White House Las Vegas. flexible meeting and event space in Las



Patrick Wisman President and CEO SouthwestUSA Bank

Patrick Wisman's current responsibilities include overseeing the operations and functions of SouthwestUSA Corporation and SouthwestUSA Bank, working with the Boards of Directors to establish the organization's goals and strategies to expand business by offering the highest quality products and services to our clients. In 2007, Wisman was honored as a Person of Influence in Las Vegas by In Business. Wisman was recently elected to the Board of Directors of the Las Vegas chapter of Turnaround Management Association and is Nevada's only Certified Turnaround Professional.





Martin Estrada
Outreach Marketing Specialist for the
Las Vegas region
Fairfield Properties, L.P.

Martin Estrada has more than 14 years of onsite and corporate level property management experience and is extremely active within the professional community. His designations include a Nevada Salesperson real estate license, a California Broker's license, CPM candidacy through IREM, a Certified Occupancy Specialist through NCHM and most recently, Martin was appointed as a Southern Nevada Multi-Housing Association Board Member.



Charlie Nguyen Campus Director University of Phoenix – Las Vegas Campus

Charlie Nguyen has been instrumental in expanding access to education for thousands of working students, and in 2009, was appointed Las Vegas campus director. With nearly 20 years in Nevada, the University has more than 140 employees in five locations, including Las Vegas, Henderson and Nellis AFB. Nguyen earned his bachelor's and master's degrees from University of Phoenix. He and his wife Therese, have three daughters – Takara age 11, Genevieve age 4, and Isabelle age 2. Empowerment comes through education, and the power it has to change lives is what inspires Charlie Nguyen.



Matt Engle Area Business Manager AAA Las Vegas

Matt Engle has worked with AAA Las Vegas as an area manager since December of 2003. In this role, he is responsible for overseeing the Southern Nevada sales and service offices for AAA membership, insurance, and its travel agency. In 2004, Engle was awarded the "AAA Volunteer of the Year" for the states of Nevada and Utah for his continued involvement in the Las Vegas community. Engle has been in Las Vegas since 1977 and is a 1991 graduate of UNLV.



John Repetti Sr. VP/Director of Operations for the Downtown Region California Hotel

In February 2003, John Repetti was promoted to the position of senior vice president/director of operations for the Boyd Gaming downtown region. He is also the general manager of the Fremont Hotel & Casino and helps to oversee the day-to-day operations of that facility, as well as being responsible for all downtown Boyd Gaming properties. Repetti attended an international school of gaming before landing his first job as a dealer at California Hotel & Casino in January 1976.



Annette Fortuner Director of Marketing Peter Lik Fine Art Photography

As Director of Marketing for Peter Lik Fine Art Photography, Annette Fortuner is the responsible for strategic planning, research, advertising, events, and public relations. Fortuner has a background in education, including a post as Master teacher at The Alexander Dawson School. Graduating from Marywood University with a Bachelor of Science in Retail/Fashion Merchandising and a Masters of Arts in Teaching, Fortuner attended Penn State University for Post-Graduate studies. Fortuner is a licensed Real Estate Agent in the state of Nevada and an affiliate member of the National Concierge Association, Las Vegas chapter.



Philip Smith Richards Chairman, President and CEO AdvanStaff, Inc.

Philip Smith Richards, co-founded AdvanStaff, Inc. in 1993, and currently serves as chairman, president, and CEO. He became a consulting specialist in "Incorporation for the Professional" during the 1970s. He is also a managing partner of Wealth Management Services, a Las Vegasbased estate management firm. Richards is a registered financial consultant (RFC) and a registered representative of the National Association of Securities Dealers (NASD).



Linda Johansen-James President/COO American Kiosk Management

Linda Johansen-James is the president and chief operating officer for American Kiosk Management (AKM). Founded in 1997, AKM, which represents Proactive Skin Care Products, employs more than 1500 employees in 677 locations in 50 states as well as Canada. Johansen-James was the director of membership and marketing for the Salt Lake Area Chamber of Commerce and also CEO of her own marketing company. Johansen-James is very active in St. Jude Children's Research Hospital and now serves as the treasurer of Camp Soaring Eagle Camp Foundation in Sedona, Arizona.



Dan Wickizer Vice President Warehousing and Logistics Accurate Courier & Logistics

Dan Wickizer began his business career in Las Vegas after graduating from The University of Nevada, Las Vegas in 1993. Wickizer's expertise in sales and customer service has allowed Accurate Courier and Accurate Warehousing to rapidly expand over the past few years in warehousing and local delivery services. As the Vice President of Sales, Wickizer provides customers with a full range of transportation, distribution and warehousing needs, making Accurate a one-stop shop for the clients it services.



Pat Klenk, AIA President WESTAR Architects

WESTAR Architects has provided professional architectural and interior design services since 1997. Pat Klenk has been managing principal since its inception and has seen the company grow to more than 30 people including two additional partners. Prior to WESTAR, Klenk was a managing principal of HAS Architects for more than17 years. He currently serves on the boards of the Las Vegas - Clark County Library Foundation and the City of Las Vegas Historic Planning Commission. He is licensed in nine states and graduated from Lawrence Technological University in Michigan.



Tim Wong President Arcata Associates, Inc.

Arcata Associates, Inc. is a thirty-three-year-old Nevadabased technical services company providing engineering, operations and maintenance, information technology and multimedia support to NASA, USAF, USN, USA, and other Federal Agencies. Wong serves as a board of trustee for the Las Vegas Clark County Library District, treasurer for the Las Vegas Clark County Library District Foundation and is a Community Advisory Board member for Nevada Public Radio and Cox Communications.



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Farmer Boys Restaurant is proud to announce the grand opening of its 66th location, the 2nd in Las Vegas. This new family-oriented, fresh food casual dining franchise restaurant is located at 5847 S. Decatur Blvd. at Russell. 702.871.8500 or www.farmerboys.com



Lutheran Social Services of Nevada is proud to unveil its new apartment building at 2646 AaronDavid Drive. It adds four additional two-bedroom apartments to its supportive transitional housing program, bringing the total to 13. Please visit www.*lssnv.org* for more information.



ManagedPAY celebrates its newly expanded office space at 6410 S. Eastern Ave. #100 in Las Vegas. ManagedPAY is an employer services firm which includes payroll, safety, human resources, benefit administration and insurance. Call 702.215.5880 or www.managedpay.com.



Marnell Properties has commenced construction on the Marnell Air Cargo Center at McCarran Airport in Las Vegas. Located at Terminal 3, the \$29 million, 200,928-square-foot airfreight logistics center is expected to be completed in fourth quarter 2010.



National University Summerlin Online Information Center is proud to celebrate the location's one year anniversary. The National University Summerlin OIC serves as a recruitment and advisement center and is located at 10870 W. Charleston Blvd. Ste. 180 in the Canyon Pointe Center. 702.531.7850 or www.nu.edu.



Rosati's located at 10030 W. Cheyenne celebrated its Customer Appreciation Week. Rosati's offers a full menu from pizza to pasta as well as catering. Rosati's is committed to giving back to the community through sponsorship programs. For sponsorship please call Lori at 317.966.0650. Restaurant phone: 702.478.5757 or www.myrosatis.com



With the recent acquisitions of both Silver Dollar Shredder and Las Vegas Metals Recycling, **SA Recycling** is proud to announce that is now Nevada's largest scrap metal recycler. Located at 5850 N. Nellis Blvd. in North Las Vegas. 702.643.7711 or www.sarecycling.com



Mike Summerhays of **Quality Ford** in North Las Vegas received congratulations from Bill Ford, executive Chairman of Ford Motor Company. Summerhays took part in a seminar for dealers in Dearborn, Michigan. Ford Motor Company conducted the four days of meetings and facility tours, which focused on customer satisfaction. 702.639.3200 or *www.qualityfordtrucks.com*



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Steelman Partners, the Las Vegas based international architectural firm specializing in entertainment architecture, interior design, graphic and 3D design, and lighting, proudly celebrates its new Las Vegas Chamber of Commerce membership. 702.873.0221 or *www.steelmanpartners.com*



Sunrise Hospital is proud to announce the opening of its new Adult Oncology Unit. The unit features all private rooms for patients and accommodations for family and visitors. The unit is the newest offering in Sunrise Hospital's Cancer Care Services. Call 702.731.8000 or visit: www.sunrisehospital.com

December 3 Chamber installs 2010 Board of Trustees and Chairman Kristin McMillan at annual luncheon





Hugh Anderson, Joanna Wares and Bruce Spotleson joined chamber members to celebrate the Chamber's Board of Trustee Installation.



Tim Cashman, Robert Orgill and Jay Kornmayer gather at Installation to network.

Kristin McMillan, the 2010 Chairman of the Board of Trustees for the Las Vegas Chamber of Commerce, shares her vision and "new attitude" for the coming year.





Joanne Blystone and Senator Richard Bryan connect at Installation event.



The 2010 Las Vegas Board of Trustees and incoming Chairman Kristin McMillan are sworn in by former Chairman Fafie Moore at luncheon.



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John M Beard

Wireless Toyz Charles Baker

Board of Advisors

Capitol North American Van Lines John Dlouhy

Stafford Wealth Management, LLC Bill Stafford

Zinni Medical Institute Phillip Zinni

New Members

A1 Entertainment Services, Inc. Kevin Hall

Academy of Little Learners Linda Alvarado

Access Virtual Offices Jay Malasaga

Acudor Product, Inc. Todd Potkay

Thomas Cantrell

Administrative Law Advocates, International

Almighty Air Conditioning & Heating Marcelo Medina

The Alternative Board Mark Cameron

An Shan Inc. Pei Sheng

The Astoria Corporation Thomas McCormick

AWA Insurance Agency Chuck Hersh

Badger Construction Corp Robert Griffith

BannerView.com Michelle Espinosa

Building Resource Ltd Jake Sprague

Capitol North American Van Lines Mitchel Rittenhouse

Centsible Promotional Products Joshua Kiffe Competitor Group Adam Zocks

COUNTRY Financial Francisco Garcia

CRI Counter Terrorism & Crime Training School Christine Carson

Dynamic Commissioning Solutions, Inc. (DCSI) Richard Farkas

Eats 2 You LLC Greg Smith

Elite Family Dental William Baalbaky

Encompass Exhibits, Inc. Kathleen Rossi

Ensemble Arts Academy Claude Borders

Escalante International Group Inc. Stephen Blum

Excellent PCA Ilona Shukan

Exotics Racing James Switzer

Filiquarian Publishing, LLC Josh Linsk

Fireball Enterprise LLC NJ Benmayor

Freeman Brandi Cessna

Freeman Pat (PJ) Johnson

Frontier Radio Roger Combs

Gallery of History, Inc. Rod Lynam

Geraldine Joiner, DDS
Geraldine Joiner Thornton

Gin and Sake Productions Brandon Collup

Glenwood Financial I Incorporated Thomas Payne

Good Night Pediatrics Lois McConville

Hartnell House Publishing, LLC Carol Hartnell

Healing Jewels Rita Ravin Ignite Success Rebecca Anselmo

Influent Solutions Marc Finkel

InHouse Medical Billing Inc. Liz Valdenegru

Ithaca Valley LLC Caroline DeFever

Janelle Salon Consulting, LLC Janelle Salon

Jem Event Services
Jon Finnell

Jim Rose Circus Sideshow, Inc. Beatrice AschardRose

Kaizad's Smoke & Hooka Lounge Kaizad Farhadi

KME Architects LLC Kelvin Haywood

Las Vegas School of Dance & Music Kara AustriaFaith

Las Vegas Xpress Lori Canales

Logos Las Vegas Jonathan Matrai

Loyalton of Las Vegas Gus Farlas

Mammoth Air John Schoonmaker

Marketing Advisory Group, Inc. Edward Avres

Marnell Architecture Dave Howryla

Marnell Architecture Mike Woodward

Mother's Pearls of Wisdom Lillie "Ruth" Walker

Nae Nae's Apple Seeds Renae Moore

National University Summerlin Online Information Center Bill Regenhardt

NetEffect Jeff Grace

Nix Tri Planet Nicole Jolie

Nzymes Nae Kennedy

Open Top Sightseeing, LLC Mark Friedman Pageants Can Be Murder/Bota Entertainment Int'l David Bach

The Palazzo Resort Hotel Casino Andy Abboud

Patrice & Associates Hospitality Recruiting Stella Hernandez

Pearson & Pearson Inc.
Bart Pearson

Peter Basso Associates, Inc. Jason Wang

Players Network Jenna Bodnar

PrimericaKem Acnani Kamal "Kem" Acnani

Provident Trust Group Theresa Fette

Prudential Americana Group, Realtors Melissa Machat

Prudential Americana Group Nebiat "Nebi" Adhanom

Quicksilver Stock Transfer Alan Shinderman

R. W. Stucco, Inc. Lisa Bryant

Re/Max Properties Erin Dorrance

The Retirement Advantage, Inc. Darin Erdmann

Ritchie Bros. Auctioneers Jim Rotlisberger

Rosati's Pizza and Catering Rov Fritz

Sam David International Management S. David

SBA Loans R Us Edward Merritt

Secretarial Services, Etc. Pamela Williams

Shawmut Design & Construction Paul Sullivan

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Silver Sands Montessori Charter School Danette Olmos Green Silverback Construction Aylin Crete

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Stewart Title Company Rhonda Hubkey

Summerlin Claims Allen Moslander

Summerlin Foot & Ankle Randy Gubler

Surfboard Dreams Marketing Printing Design Penny Tyler

UFL Management, LLC Michael Huyghue

Unlimited Wellness Institute John Florendo

Virginia L. Hunt, Chtd. Virginia Hunt Vision Home Mortgage Angee Pompa

Ward & Howes Associates Carol Howes

West Coast Pure Water, LLC Greg Lucas

Wireless Toyz Charles Baker

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What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **January 2010.**

TWENTY+ YEARS

Bearing Belt Chain Co. (45)

Lionel Sawyer & Collins (43)

Nevada Dept. of Employment Training

& Rehabilitation (42)

Palm Mortuaries, Cemeteries,

& Crematories (34)

G.C. Wallace, Inc. (33)

Gray Line Las Vegas/Kt Contract

Services/Nevada Charter (31)

ShowBiz Weekly (30)

Highway Radio (30)

Realty 500-Reiss Corp. (27)

Desert Meats, Inc. (25)

WESTAFF (25)

A Little Church of the West (25)

Best Western McCarran Inn (22)

Fantastic Indoor Swap Meet (21)

U.S. Bank Nevada (20)

Las Vegas Valley Water District (20)

Tower of Jewels (20)

FIFTEEN YEARS

Signature Flight Support

Valpak Regional Office

Verizon Wireless

TEN YEARS

The Appraisal Girls

Automatic Data Processing, Inc. -

Employer Services

Bridge Over Troubled Waters, Inc.

CORE Construction Services of

Nevada, Inc.

Enclosure Concepts, Inc.

Global Art Transport, Inc.

Goldilocks

Harrah's Entertainment

Lone Mountain Mobile Ranch

Nevada Business Journal

Sherry Goldstein's Yoga Sanctuary

FIVE YEARS

Air Coolers Co.

Alarmco, Inc.

Allyourhardware.com

American Machine Co.

D&K Landscape, Inc.

Davinci Executive Suites

Dry Creek Leather

EEC. LLC

Garrett's Furniture

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Hampton Tedder Electric

Noel S. Harrison, M.D., PC

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& Distributing

KWW888.Inc.

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Left of Center, Inc.

Medsonix

Metal Air Products, Inc.

Mont M. Ringer, D.D.S. M.S.

Never Late Printing

New Horizons

Owen E. McCafferty, CPA, Inc.

Prestige Realty & Developers, Inc.

S.S. Pritikin & Assoc., Inc.

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Sun City Express, Inc.

Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations
Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members \$69

Non - Members \$99

Contact the Public Relations department at 702.641.5822 or email at pr@lvchamber.com

Congratulations

MassMedia Corporate Communications
won the Best of Show award in the
Public Relations Programs-Marketing
Communications category at the Las Vegas
Valley Chapter's 13th Annual Pinnacle
Awards.

Local Entertainer Marc Savard celebrated his 500th show in the V Theatre at the Miracle Mile Shops at Planet Hollywood. Savard is an award-winning hypnotist and the star of Mesmerized-Marc Savard's Comedy Hypnosis.

Johnson Jacobson Wilcox was named one of the 2009 Best Accounting Firms to Work For in the United States by the national accounting industry publication Accounting Today and Best Companies Group.

CORE Construction was honored as the 2009 Corporate Citizen of the Year by the Associated General Contractors-Las Vegas chapter at the annual SIR Awards.

Lutheran Social Services of Nevada acquired and renovated four two-bedroom apartment units through a grant from Clark County. This will provide 12 more beds to four unduplicated homeless families.

Abhilasha Wadhwa, lead research analyst for **Urban Environmental Research**, received the Clean Air Award from the American Lung Association for her work on street-level mapping of residential carbon emissions in Southern Nevada.

Announcements

Nevada Public Radio named Laura Alcaraz as senior account executive and Brandon Scott Williams as account executive.

City National Bank has hired longtime banking veteran Randy Boesch as senior vice president and manager of its Private Client Service group in Nevada.

Former State Assemblyman Josh Griffin has become a partner of **Imagine Marketing.** Griffin will oversee all government affairs services for the firm and expand its local lobbying efforts.

RE/MAX Properties announces the opening of its new commercial real estate division. The company is a full service real estate brokerage and property management company now specializing in residential and commercial properties.

Quality Towing has become a new Platinum Member with the Southern Nevada Multi-Housing Association.

GreenKey Consulting has named Marci Anderson as president and chief executive officer of its Las Vegas office.

Community Service

St. Rose Dominican Hospitals awarded more than \$271,000 in grants to 14 nonprofit organizations in Henderson and Las Vegas.

KLAS-TV Channel 8 awarded a \$1,500 grant to **Nevada Child Seekers** to support direct programs to protect children from abductions and exploitation.

The Walmart Foundation presented the Firefighters of Southern Nevada Burn Foundation with a donation of \$20,000 at the annual Fill the Fire Truck Toy Drive luncheon. The funds helped buy toys and gift cards for children served by 38 charities.

Projects and Deals

Grubb & Ellis I Las Vegas brokered the lease of 3,870 square feet of retail space for 10 years located at Cheyenne Marketplace. The transaction is valued at \$1.4 million.

Commercial Executives negotiated the leasing of 2,800 square feet of office space to Avon Products, Inc. The 40 month lease is valued at \$128,160.

Mike Summerhays of **Quality Ford Truck Parts & Equipment, LLC** attended a four day seminar for Ford dealers in Dearborn, Michigan to learn how to exceed customer expectations and increase customer satisfaction.

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Nevada 2nd most entrepreneur-friendly state in the nation

Recently released findings from the Small Business & Entrepreneurship Council (SBE Council) touting Nevada's exceptional climate for entrepreneurial ventures. In mid-December, the SBE Council released its 14th annual rankings of the states according to their public policy climates for small business and entrepreneurship in the "Small Business Survival Index 2009: Ranking the Policy Environment for Entrepreneurship Across the Nation." Nevada was ranked as one of the states with the most favorable business climate, second only to South Dakota.

The "Small Business Survival Index" helps business owners and investors understand public policy burdens placed on entrepreneurship and small business and ranks each state accordingly. The factors included in the index and ranked individually for all states are taxes, various regulatory costs, government spending, property rights, healthcare and

energy costs.

Contributing to Nevada's business-friendly ranking are the state's no corporate or personal income tax policies and low workers' compensation fees, for which Nevada was placed at #10. Coming in at first place, Nevada was ranked as the state with the least full-time state and local government employees per 100 residents. Nevada was also among the top 20 states for the lowest amount of state and local property taxes, local government expenditures and local government five-year spending trends.

The full report, "Small Business Survival Index 2009: Ranking the Policy Environment for Entrepreneurship Across the Nation," can be viewed at http://sbecouncil.org/survivalindex2009.

BES improved for 2010...continued from page 8

facilitated by high-caliber speakers who understand the specific challenges small business people are facing during a slow economy.

"We're really focusing on maintaining a balance between delivering practical, relevant topics and tools that are also motivational and inspirational in nature," explains Mahalik. "This year's slate of programs will focus on topics such as defining niche markets, social networking and strategic business applications that participants can take back and put to use immediately."

"If you have multiple people hearing the same message and looking for ways to apply the learned concepts in their workplace, you'll see a much greater payoff for your investment," explains Mahalik. "This isn't simply a breakfast or a networking event. Many companies are reducing or eliminating training and professional development budgets. BES offers a valuable, cost-effective alternative for continuing to train, motivate and develop staff." Adds Mahalik, "It's all about being innovative and responsive, rather than reactive. Small businesses need to reinvent and reposition their companies, and the Chamber is working to make that happen for them through Business Education Series."

The January program will be held on Tuesday, January 12 at the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce. Check out details on page 16. Cost is only \$30 for members. Check members only section for special offers.

For more information on BES and to register for the next program visit www.lvchamber.com and click on programs or contact us at 702.641.5822 and ask for Member Services.

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Preview premier event of 2010... continued from front page

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Preview Las Vegas 2010 Speakers
Jim Murren
Chairman of the Board

and Chief Executive Officer
MGM MIRAGE

Murren will share his vision for the Las Vegas community and the outlook for MGM MIRAGE, the largest employer and taxpayer in Nevada.



Steven D. Levitt Economist and Bestselling Author

Levitt is the best-selling author of *FREAKONOMICS* and *SUPERFREAKONOMICS*. He will speak for the need of unconventional thinking for an unpredictable economy.



Rossi Ralenkotter
President and CEO Las Vegas
Convention and Visitors Authority
(LVCVA)

Ralenkotter will discuss tourism trends for 2010 and how the LVCVA will market Southern Nevada to attract visitors.



Jeremy Aguero Principal Analyst Applied Analysis

Aguero will survey Southern Nevada's economic landscape and offer a look forward at business, development, real estate and community trends for 2010.



Punam Mathur - Emcee Vice President of Human Resources NV Energy

Punam Mathur, the emcee for Preview, is vice president of human resources for NV Energy.

Don't miss this annual conference and tradeshow that will prepare you and your business for the challenges and opportunities of 2010. Preview Las Vegas will help you engage, evolve and emerge! Tickets are available at *www.previewlasvegas.com* or call 702.641.5822. For information on exhibiting or sponsorship opportunities, call 702.586.3827

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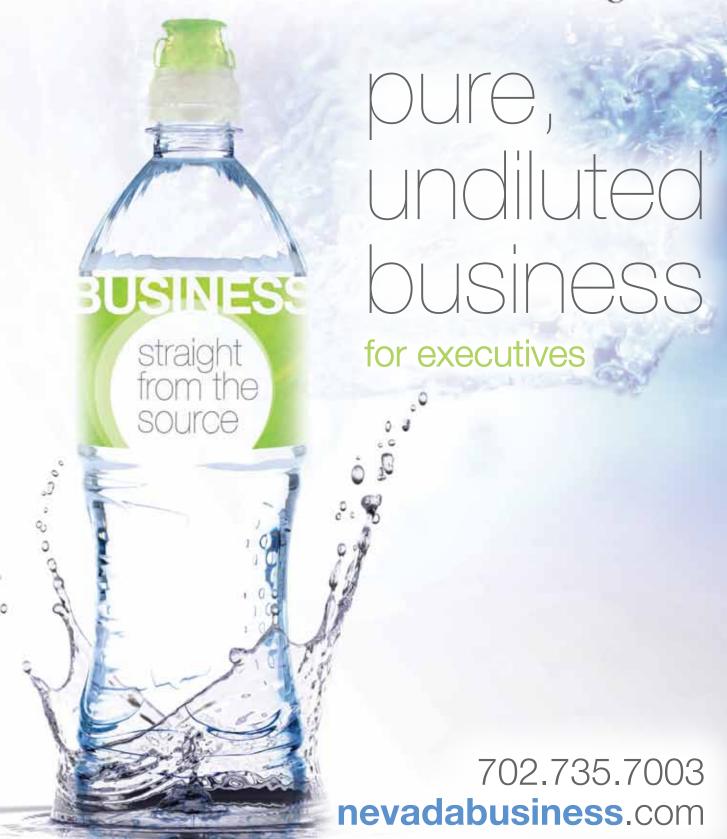
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Invitation to White House... continued from front page

find job opportunities," said Kelley.

According to the White House, "The Jobs and Economic Growth Forum was an opportunity for the President and his economic team to hear from some of the leading CEOs, small business owners, labor leaders, nonprofit heads and thinkers about ideas for continuing to grow the economy and put Americans back to work." Kelley was joined in the meetings with several prominent business leaders including Google CEO Eric Schmidt, Walt Disney Company CEO Bob Iger and Fed-Ex CEO Frederick Smith. Participants also included economists Robert Reich and Paul Krugman, as well as labor leaders, small business owners and policy experts.

President Obama opened the Forum by saying, "We still have the best universities in the world. We've got some of the finest science and technology in the world, we've got the most entrepreneurial spirit in the world, and we've got some of the most productive workers in the world. And if we get serious, then the 21st century is going to be the American century, just like the 20th century was. But we're going to have to approach this with a sense of seriousness and try to set the politics and the chatter aside for a while and actually get to work."

After opening remarks by the President and Vice President Joe Biden, there were a series of small working discussions on a variety of business topics. Kelley participated in the "Small Businesses and Entrepreneurs and the Engine of Job Growth" discussion. The nearly two hour session was moderated by Treasury Secretary Timothy Geithner and Small Business Administration Administrator Karen Mills.

Prior to going to Washington for the forum, Kelley asked Chamber members what messages they wanted her to deliver to the President about what would help them hire new employees. Nearly 200 members responded with ideas on what the President can do to help small businesses create jobs, many stressing the importance of enabling small businesses to access credit, create or extend tax credits for hiring unemployed workers and investments in equipment, as well as reduce taxes and regulations on small businesses

Earlier in the day, Kelley met with Administrator Mills

and discussed the need to reform policy in order for small businesses and entrepreneurs in Nevada to access capital to start and sustain their businesses. Kelley described how challenging it has been for Chamber members to access credit and asked Mills to look for ways to get more money into the hands of small business owners.

In his closing remarks to the Forum participants, President Obama emphasized the fact that jobs are created by the private sector, not government. And in his address to the Brookings Institution a week later, the President outlined his jobs plan, which contained several ideas from the Forum, including a short-term tax incentive for small businesses that hire in 2010, zero capital gains tax for new investments in small business, increase in loan guarantees from the SBA and an elimination of SBA fees, as well as the extension of a Recovery Act provision that allows small businesses to immediately expense up to \$250,000 of qualified investment and incentives for depreciation of capital spending.

Administration officials said that this forum was a first step in a continuing conversation about job creation, and encouraged the group to share information and ideas with the White House as well as with fellow Forum participants. Valerie Jarrett, senior advisor to the President, sent an email to Kelley asking for further feedback.

Kelley stressed to Jarrett that "by quickly enacting policies that help create small businesses and encourage entrepreneurship, President Obama will make great strides toward reigniting our economy. In addition, the President will leave a lasting legacy of having the greatest period of job and small business creation in history, which will help our economy and strengthen American competitive in the world marketplace for generations."

The Chamber will continue to monitor initiatives by the President, as well as lawmakers on Capitol Hill. If you have any questions about these programs, please contact the Chamber at 702.641.5822 or email Kara Kelley at president@lvchamber.com.



Kara Kelley
President & CEO
Las Vegas Chamber of Commerce



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Strategic Telecom Solutions is proud to be a part of this year's Preview. This is an essential event that empowers our business community by allowing us to make meaningful connections with each other while receiving an exciting preview of the key trends that await us this year. As a communications solutions provider, we know how an exchange of valuable information and ideas results in a positive change.



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NV Energy is proud to be a part of Preview Las Vegas. The Chamber is doing our community a great service with this event, especially in light of everything that's happening with our economy. Along with our Chamber colleagues, we're glad to be a part of this important community event.



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Chamber Insurance and Benefits is proud to be a platinum sponsor of Preview Las Vegas. CIB recognizes the importance of getting sound economic information and the power of networking and Preview Las Vegas fills both needs perfectly. In these challenging economic times, it is vital that business of all sizes get connected and have the information they need to emerge stronger and more effective. CIB continues to lead the way in serving thousands of Chamber members with comprehensive health care cover providing strength in numbers and security of coverage.



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